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05-24-07

02:08 PM

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA**

Order Instituting Rulemaking to examine the Commission's post-2005 energy efficiency policies, programs, evaluation, measurement and verification, and related issues.

Rulemaking 06-04-010  
(Filed April 13, 2006)

**ASSIGNED COMMISSIONER RULING  
DESCRIBING ENERGY EFFICIENCY PROGRAM STRATEGIES  
FOR DISCUSSION AT JUNE WORKSHOPS  
AND AUGMENTING PROCEEDING SCHEDULE**

This ruling identifies four energy efficiency program strategies for discussion at the workshops scheduled to begin June 5 in this proceeding. These program strategies appear to hold the most promise for affecting important new energy savings in the near future and promoting comprehensive innovative energy efficiency strategies for the longer term.

My April 13 ruling emphasized my goal to develop "Big Bold Energy Efficiency Strategies" (BBEES). The purpose of the BBEES is to provide part of the organizing framework for the development of our energy efficiency programs in the 2009-2011 program cycle and beyond. The ruling explained that the BBEES are "[s]trategies and program emphasis . . . to promote maximum energy savings through coordinated actions of utility programs, market transformation, and codes and standards." The BBEES will be one element of the guidance provided to the utilities in preparing their applications for the 2009-2011 energy efficiency programs.

The ruling included a list of potential strategies and scheduled workshops to identify possible BBEES. Parties filed pre-workshop comments on May 7,

2007. On May 14, 2007, the Commission conducted a workshop at which dozens of parties presented their ideas and analysis for the BBEES. The parties presented their proposed BBEES to Commission staff for in-depth consideration. CPUC staff, in consultation with CEC collaborative staff, subsequently analyzed both the quantitative energy savings potential of the candidates, and some qualitative aspects of the option.

### **Staff Recommendations for the BBEES Strategies**

On the basis of the May 14 workshop and participants' comments, the staff recommends the Commission explore in more depth what it identifies as the "Top 4" BBEES. Staff also identifies several other promising ideas that may be considered, for example, as part of the utility energy efficiency portfolio development process. The attached staff report provides the staff's initial assessments of each energy efficiency strategic option considering quantitative as well as qualitative criteria.

The staff's proposed Top 4 program strategies are as follows:

**1) Residential/Small Commercial Heating/Ventilation/Air Conditioning (HVAC).** This strategy would establish a goal for installing high-efficiency systems in the retrofit/replacement residential and small commercial market segments. Those systems would be optimally sized, with high-quality installations and low-leakage ductwork. This strategy might involve a national approach to climate-zone-efficiency standards. Staff estimates this strategy could reduce summer peak electrical demand by 1,400 MW and in the process, permanently change the nature of air conditioning equipment sales, installation, and service business practices. A central goal of this BBEES is to promote a transformation of manufacturing and installation standards that will affect demand in hot, dry climate areas.

**2) Commercial New Construction.** The staff proposes a cooperative effort with the American Institute of Architects (AIA) and others in a campaign to achieve Zero Net Energy Building Design by 2030. The effort would dovetail with the Energy Commission's work on building standards, and opportunities presented by emerging technologies initiatives, incentive programs, and local initiatives targeting commercial building and property developers, such that there is a "roadmap" (at least over the next 6-10 years) among these efforts, leading to the AIA 2030 goal. Staff believes this strategy offers the chance to obtain very high market penetration by targeting action at a moderate-sized population of commercial building owners and designers who influence the design of new commercial buildings.

**3) Residential New Construction.** Staff proposes that the Commission collaborate with CEC toward a goal under which a portion of residential new construction and major residential renovations exceed Title 24 standards by 35%. These levels could be incorporated into 2011 CEC Title 24 standards. Staff believes associated potential energy savings is more modest than some other strategies, but believes energy efficiency should be incorporated into dwellings at the time they are built to avoid subsequent retrofit efforts. This strategy may have a wider impact to the extent that advances in energy saving equipment can be used in retrofits of existing homes. These energy efficiency measures may be especially critical in warm climate areas. Staff believes combined incentives and marketing efforts may lead to high levels of market penetration in California and other western states.

**4) Industrial Sector Energy Efficiency.** Staff proposes a goal in the industrial sector to achieve 100% of electricity economic potential by 2015 through voluntary action. Staff observes the industrial sector uses nearly a third of the state's energy, contributes substantial amounts of funding to utility

EE program budgets, and yet typically is under-represented in utilization of utility efficiency programs. Because industrial technologies and processes vary, codes and standards are not consistently applicable in the industrial sector. The focus on greenhouse gas reduction strategies in California and the six western states provides additional impetus to achieve energy efficiency improvements in the industrial sector.

I agree with these recommendations and direct staff to move forward with the June workshops on these strategies.

### **Other Energy Efficiency Strategies**

The additional strategies discussed at the May workshops that were not selected for the BBEES, offer important opportunities for accelerating energy efficiency. The fact that these strategies will not be a focus of the BBEES effort at this time is not a comment on the importance of, or need to advance, these strategies. On the contrary, these strategies should continue to be key elements of the state's energy efficiency programs.

An important question is whether these strategies are a good fit with the BBEES structure and purpose. I am mindful of the need to avoid duplication with other efforts by other agencies and entities, and I must consider whether Commission strategies can contribute significantly to existing efforts or whether identified goals can be more efficiently and effectively achieved through non-CPUC efforts.

I anticipate these additional strategies will continue to be part of the utility energy efficiency portfolios. The BBEES would not supplant existing or future efforts in the utility energy efficiency programs; they would supplement and enhance the energy efficiency portfolios.

## **Expectations for June BBEES Workshops**

The Commission will explore in some depth the Top 4 BBEES strategies the staff proposes. This effort will begin with the June workshops scheduled in the April 13, 2007 scoping ruling. The purpose of the workshops will be to discuss the feasibility of achieving the energy efficiency savings estimated for each program option, and the implementation strategies that would be required to achieve the proposed strategy area. The prospects for the success of each of the Top 4 strategies will be considered from the standpoint of several criteria:

- Whether the strategy could engage all needed partners;
- Whether products, technologies, services, or technical knowledge are available to achieve the savings, and any actions needed to ensure this adequacy;
- Whether and how implementation can overcome existing barriers to widespread dissemination in relevant market segments;
- The cost-effectiveness of the strategy;
- The opportunities for leveraging actions within California, including participation by publicly-owned utilities and local governments, and through participation of parties in other states and at the national level;
- The prospects for a long-term market penetration by way of widespread market adoption or transformation, whether by way of building codes or appliance and equipment standards; and/or local government initiatives; and
- The prospects for meeting aggressive timelines for achieving these goals.

These workshops will promote dialogue on ways to overcome current barriers to implementation, facilitate broader and more detailed exploration of needed strategies, and lead to some consensus how best to capture efficiency potential in the coming years. The June 13 workshops will supplement the discourse on the Top 4 strategies by addressing ways to best sustain strategic

planning, innovation, and best practices in California's energy efficiency initiatives. Parties will be given the opportunity to file post-workshop comments that will form the record of the proceeding on these policy matters.

We may discover through the workshops that one or more of the Top 4 energy efficiency strategies are not feasible for a variety of reasons. For example, it may not be possible to reach a large enough number of highly-qualified HVAC contractors because the industry is so decentralized. Industrial processes may be too complex or proprietary to affect aggressive cost-effective energy savings. The June workshops should provide the Commission with insights on the feasibility of each Top 4 strategy and will subsequently consider whether to pursue them. Ultimately, the goal of the workshops and filed comments is to disclose a sensible balance among targeted Big Bold strategies, adding better overall strategic dimensions to statewide and individual utility or third-party programs, and more effective integration with codes and standards, and local community initiatives.

In all cases, I hope to motivate the participation of members of government, professional associations, customers and their representatives, business and academia who would be most knowledgeable about energy efficiency program strategies and likely to be involved in implementation. We will also work closely with the Energy Commission on all related energy efficiency issues, and in particular on issues relating to the development of standards and codes and use of the PIER R&D monies.

The schedule for the June workshops is attached to this ruling.

**IT IS RULED** that the schedule for workshops and the parties' comments on Big Bold Energy Efficiency Strategies in this proceeding is described in Attachment B to this ruling.

Dated May 24, 2007, at San Francisco, California.

/s/ DIAN M. GRUENEICH  
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Assigned Commissioner

**INFORMATION REGARDING SERVICE**

I have provided notification of filing to the electronic mail addresses on the attached service list.

Upon confirmation of this document's acceptance for filing, I will cause a Notice of Availability of the filed document to be served upon the service list to this proceeding by U.S. mail. The service list I will use to serve the Notice of Availability of the filed document is current as of today's date.

Dated May 24, 2007, at San Francisco, California.

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